

CEO E-Briefing

A weekly report to City Council and the community



December 2, 2011

No. 23

CEO's Message

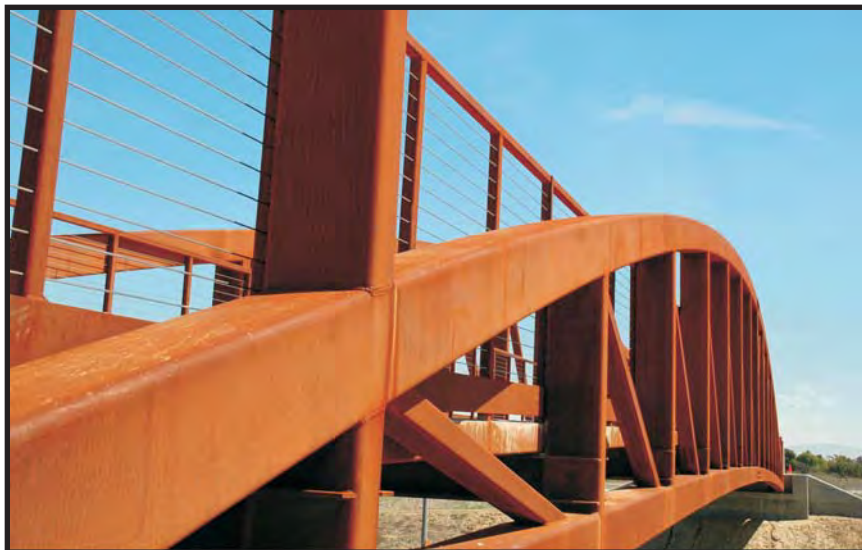


Photo by Leigh Chalkley

Capturing the image of Costa Mesa

This week, the City of Costa Mesa launched the inaugural Celebrate Costa Mesa Photo Contest, and we are encouraging professional, amateur and youth photographers to submit photos in up to six categories:

1. Costa Mesa Characters (photos of local people).
2. Costa Mesa Environment (including photos of parks, open spaces, wildlife, skylines, architecture).
3. Costa Mesa Life (education, sports, nightlife, events).
4. Costa Mesa Pets.
5. OC Fair (photos taken on the fairgrounds).
6. Altered Images (artistically manipulated photos).

You can get details on how to enter on the City's website. The entry deadline is Jan. 9. We are giving away \$1,000 in cash and prizes to the winners (courtesy of the Costa Mesa Conference and Visitor Bureau).

We started the contest to coincide with the launch of our new website, which is scheduled for early next year. The design of the site is striking, and we needed more stunning photos to complement the look.

Also, the contest, as its name implies, is one of the best ways to celebrate Costa Mesa. We have many wonderful people, parks, buildings, open spaces, schools, and sports in town, and photography is one of the best ways to capture the richness of our community.

We plan to have an open house before a City Council meeting in February to show the award-winning photos and honor everyone who entered the contest.

Good luck!

Tom Hatch, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact
william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall



Community calendar

Dec 2 **FRIDAY** The beloved South Coast Repertory rendition of "A Christmas Carol" runs now through Dec. 26. Click [here](#) for ticket information.

The OC Fair & Event Center is holding a Christmas tree sale now through Dec. 18. Flocking and wreaths are also available. Tree prices: Noble Fir \$35.99 and Douglas Fir \$25.99. Free admission and parking.

Dec 3 **SATURDAY** The grounds around the historic Segerstrom family home and barn will be open to the public from 9 a.m. to noon. Interested members of the public are requested to call 714-546-0110 to RSVP during normal business hours. Please note that tours will not be provided. The historic site is on Fairview Road between South Coast Drive and the I-405 Freeway.

The 5th annual Polar Express Day at Goat Hill Junction in Fairview Park will take place from 2 to 4 p.m. Children can enjoy a free train ride, photo with Santa, crafts tables and face painting. The event is hosted by Weichman Associates Realtors and the Costa Mesa Fire Department. If you'd like to support a toy drive (for children who have written to Santa), please bring an unwrapped toy or gift card valued at \$10 or greater. If you cannot make the event, please drop off your gifts to our office or the Fire Station on Placentia Avenue.

Dec 4 **SUNDAY** The nonprofit Costa Mesa United is hosting Femme Athletic, a girls sports fashion show from 11 a.m. to 3 p.m. at South Coast Plaza (level three outside of the Sports Chalet). The event will be a celebration of girls' sports featuring a runway fashion show with local athletes, live music, food and prizes. Tickets are \$20 and proceeds will benefit the athletic programs of Estancia and Costa Mesa high schools and help with the upkeep of local sports fields.

Dec 6 **TUESDAY** The Costa Mesa City Council will meet at 6 p.m. to hear an informational presentation on charter cities, appoint volunteers to the TeWinkle Sports Complex task force, and vote on whether to release the last set of Requests for Proposals for potential outsourcing. (The City Council will meet in closed session beginning at 4 p.m.)

Dec 7 **WEDNESDAY** At 7 p.m. in City Hall's Conference Room 1A, the Costa Mesa Parks and Recreation Commission will hold a special joint meeting with the Newport Beach Parks and Recreation Commission to discuss landscaping options for Irvine Avenue.

Dec 8 **THURSDAY** The Historical Preservation Committee and the Cultural Arts Committee will meet in City Hall's Conference Room 1A at 5:30 and 6:45 p.m. respectively.

Dec 9 **FRIDAY** Fight Club OC will feature a full card of boxing and mixed martial arts bouts starting at 7 p.m. at the OC Fair and Event Center. Tickets start at \$45.

Dec 10 **SATURDAY** The City of Costa Mesa Parks and Recreation Commission will hold tour of eight city parks (Suburbia, Moon, Gisler, Smallwood, Mesa Verde, Tanager, Estancia and Balearic) beginning at 9 a.m. to get input from the public. Click [here](#) for schedule.

For a complete list of community events, click [here](#).

CEO's Office

'Tis the season for poinsettias

It has long been a tradition at Orange Coast College for horticulture students to produce beautiful poinsettias as part of their studies and hold a one-day sale for the community (this year, the date is Dec. 9). The proceeds are used to fund future projects in the Horticulture Department.

The most popular 6-inch pots have three plants instead of the usual one, making them fuller than the ones you most often see for sale.

In addition OCC offers 4-inch pots, 12-inch bowls, centerpieces and hanging baskets. Prices range from \$5 to \$40; sale runs from 10 a.m. to 3 p.m. Enter the campus from Adams Street and follow the signs to the Horticulture Department.

City connection: Central Services Supervisor Leigh Chalkley is among the OCC students who grew the poinsettias.



The railroad at the Newport Pier.

If you look carefully, some old rails remain in Costa Mesa along Harbor Boulevard. You can see these tracks outside the Metro Car Wash.



MAKING HISTORY

Being railroaded in Costa Mesa

In 1891, the Santa Ana and Newport Railroad began service on 11 miles of tracks running down what is now Newport Boulevard and running through present-day Costa Mesa and Newport Beach.

The railroad was owned by Newport Beach's founding family, the McFaddens, and carried farm goods, wood and other products between the Newport Pier and an interchange with the Santa Fe railroad in Santa Ana.

In 1899, while the SA&N was struggling with an anti-competitive rate war conducted by the Southern Pacific, it was purchased by J. Ross Clark, a U.S. senator and millionaire. Upon completion of the sale, Clark immediately sold the SA&N to the Southern Pacific, which abandoned the line in 1933.

The line did have at least two spurs that are known, both of which were established before Clark purchased the SA&N. The first is the Harper spur, which was on what is now the west side of Newport Boulevard opposite E. 18th Street. The second is the Thurin spur, which was between present-day 22nd and 23rd streets.

Information courtesy of [Abandoned Rails](#) and Paul Dexter.

Development Services



Triangle Square to get two new restaurants

After the opening of the deluxe 24 Hour Fitness at Triangle Square, the momentum continues for the center with construction plans submitted to the City's Building Division for two major projects. On one side of the upstairs food court, El Corazon restaurant is planning on a \$1.1 million remodel that will provide 5,600 square feet of indoor space and 5,000-square-foot outdoor dining area. On Friday, Nov. 18, construction plans and documents for three major projects were submitted to the Building Division for plan check.

On the other side of the food court at Triangle Square, "Saddle Ranch" restaurant is planning a \$1.6 million project that will occupy 7,900 square feet of indoor space and 3,500 square feet of outdoor dining area. The Saddle Ranch Chop House is a destination restaurant, where guests can come for a meal, enjoy the outdoor fire pits and even ride a mechanical bull. Yee-Haw!



SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: It's time to step down.

To get the whole picture, see page 5.

Development Services (continued)



Extreme home makeover completed

Housing and Community Development is pleased to announce that the home bought and rehabilitated through the federal Neighborhood Stabilization Program at 3004 Harding is currently in escrow. The property, which contained an illegal addition and was in an extreme state of deterioration, is currently on the market for \$440,000.

The home has undergone a major transformation including paint, recarpeting, bathroom remodel, removal of illegal additions and new landscape. It now serves as a model property, which will hopefully keep the values of the surrounding properties elevated and ensure that this neighborhood remains a stable single family community. Additionally, based on the program's income requirements, it is being sold at an affordable price to middle-income families who might otherwise be renting.

The Neighborhood Stabilization Program was developed by the federal government to reduce the negative impact to neighborhoods from home foreclosures.

– Muriel Ullman

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NEW URL FOR
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SECRET SPOTTED



Answer: Fairview Park staircase leading into
Talbert Nature Reserve.

Fire Department



Firefighters raise money for young burn survivors

For local children who are burn survivors, discharge from the UC Irvine Regional Burn Center is only the beginning of recovery. UCI's burn survivor programs are designed to heal the spirit and create a sense of community that allows the survivor to reintegrate into society knowing they are not alone. Pediatric burn camps, scholarships, summer picnics and holiday parties are just a few of the programs designed to help this special group of children and adults thrive.

These programs are funded by the generosity of the community and through the hard work and diligence of Costa Mesa Fire Capt. Darren Defluiter and his crew of dedicated volunteers at their annual "Fill the Boot" drive at the Orange County Marketplace.

Costa Mesa Fire Department has been supporting burn survivors in our community for more than 16 years. Over the last six years since Capt. Defluiter has been at the helm, the "Fill the Boot" event has raised more than \$45,000 for this worthy cause.

This year's "Fill the Boot" drive will be held on Dec. 17 and 18 from 7:30 a.m. to 3 p.m. Volunteers will be posted at both entrances of the Orange County Market Place at the OC Fair & Event Center collecting donations from holiday shoppers. Representatives from the UC Irvine Regional Burn Center will also be present.

Public Services



It's no walk in the park for smokers!

Beginning February 2012, smoking will no longer be allowed at the City's athletic facilities, the Community Gardens, the Downtown Aquatic Center and city parks. The City Council recently enacted the smoking ban to provide for the public health, safety, and welfare by discouraging the use of tobacco around non-tobacco users. The main purpose for the smoking ban is to protect children from exposure to smoking and tobacco and to reduce the potential for children to associate smoking and tobacco with a healthy lifestyle.

The three City athletic field sites where smoking will no longer be allowed are the Jack Hammett Sports Complex, the TeWinkle Athletic Complex, and Luke Davis Field at Lions Park. The smoking ban extends to the parking lots of these facilities.

The City's 29 parks will be smoke free areas beginning in February as well. The smoking ban extends to a 50-foot radius around the park property. However, the smoking ban does not extend to private property. In addition, where the 50-foot limit includes the public sidewalk and street, those using the public travel ways en route to a destination are exempt from the smoking prohibition.

For additional information, contact Donna Theriault in the Public Services Department at (714) 754-5636.

FINAL WORDS

Checkbooks and calendars reveal your values

By Michael Josephson

If I wanted to check your credit worthiness, I'd look at your balance sheet – what you have and what you owe – and I'd want to know about your history of paying your debts. If I wanted to know your values, I'd look at your calendar and checkbook.

How come? Well, the term “values” refers to core beliefs and convictions that drive decisions. Our values are revealed not by what we say but by what we do.



The simple fact is, time and money are limited resources that can materially affect the quality of our lives, so how we spend them reveals what's really important to us.

We tend to think of our values in the grand context of our deepest moral convictions, but most of us have strong desires that have nothing to do with right and wrong. We value pleasure, comfort, companionship, adventure, and though we hate to admit it, certain possessions and luxuries.

There's nothing wrong with having and pursuing these non-moral values so long as ethical values aren't sacrificed in the process. Ultimately, though, it's how we prioritize competing values that defines us.

Our character is determined by our dominant values.

So if you knew that your character would be judged by the choices reflected in your calendar and checkbook, would you spend either your time or money differently?

Are you spending enough time with your children, your parents, your friends? Are you devoting enough time helping others, reflecting, learning, and growing?

Do you put your money where your mouth is? Do you give an adequate amount of your income to charity? Are you making the choice to help the causes you really believe in?

The good news: it's never too late to change your priorities.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).